

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIX. NEW YORK, OCTOBER 18, 1899.

No. 3.

THE TRUTH PREVAILS



"I AM INNOCENT"



There's no "beating 'round the bush" as regards the circulation of

The

Philadelphia Record

for we believe with PRINTERS' INK that "The printed lie is a perpetual witness against the lying advertiser." The average number of copies sold during September was

185,696 Daily

146,026 Sunday

With this truth before you, and the fact that you pay but 25c. per line daily and 20c. per line Sunday, the following finds easy answer:

"The problem that confronts the business man to-day is not 'How can I reach the people?' but how can I reach the people by the expenditure of a reasonable amount of money?"—*Printers' Ink.*

THE RECORD PUBLISHING CO.
Philadelphia.

BOOKS
OPEN
TO ALL



The man with the "ho"ld

The man with the hold on street car advertising isn't suffering for want of profitable returns—isn't desirous of letting loose of a good thing. Two and two make four without asking why.

"Times are good" with everybody all over the land. People who walked last year are riding to-day. General prosperity is developing mightily every day. Everybody is in the general markets buying freely every day.

Missing the great multitudes who daily ride in the street cars is missing a mighty profitable market.

Withal, there's a profitable selection in Street Car Advertising. This is where our street car opportunities are especially valuable. Won't you let us tell you particulars? Won't you write for our latest booklet?



The Mulford & Petry Company

PRINCIPAL OFFICE
99 WOODWARD AVENUE,
DETROIT, MICH.

EASTERN OFFICE.
220 BROADWAY, NEW YORK,
SEMPER BUILDING.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 26 1893.

VOL. XXIX.

NEW YORK, OCTOBER 18, 1899.

No. 3.

THE TRIPLEX LOCK.

HOW DEMONSTRATION HAS BEEN USED IN EXPLOITING IT—CIRCULARIZATION—A VALUABLE READING NOTICE.

The "triplex lock," a device "to hold the waist down, the skirt up and the belt in position," is an article for feminine use advertised by the Triplex Company of 621 Broadway, New York. Mr. D. B. Graham, whose wife invented

nals, we have used the *Ladies' Home Journal*, the *New York World*, *Home Talk*, the *Christian Endeavor World*, and the *Silver Cross*, and a few more. But our advertising to consumers direct, upon which we have expended great effort, has been by demonstration. We have demonstrated extensively in all the leading cities of this country, choosing the principal stores. And in Canada too, We selected many stores in the

The Triplex Lock



The Triplex Lock with the Belt Clasp.

An Entirely New Idea.

(Patented Aug. 30, 1898.)

The BEST and ONLY device for holding the waist down and the Skirt up. It also holds the Belt in position. No Pins. No Hooks and Eyes. No Clamps. No Iron Rust. Finished in Gold and Silver Plate, Oxidized and Black Enamel. Made also without Clasp over Belt, as shown in Cut No. 2.



The Triplex Lock without Clasp over Belt.

Adjustable in 4 Seconds.

Liberal Terms to Agents. Send for Sample.

Price, 25 Cents. Either Style.

THE TRIPLEX COMPANY, 621 Broadway, New York.

In Ordering, Mention this Publication.

the instrument, is secretary and treasurer of the company, and to him a PRINTERS' INK reporter applied for information concerning the advertising that had thus far been done.

Said Mr. Graham: "The patent was obtained in August, 1898, and the device was immediately exploited."

"What advertising media have you selected thus far?" was asked.

"As yet not a very extended list. Outside of a few trade jour-

same town. For instance, in this city we have made our displays at the stores of John Wanamaker, the Siegel-Cooper Co. and Bloomingdale's. In Brooklyn, Abraham & Straus, Batterman and Matthews."

"These two are the only advertising methods you use?"

"These and a flood of supplementary literature."

"What is the key-note of it?"

"We strive to make all people concede that the Triplex is the

only appliance of unqualified merit in the market. It is not primitive like the hook and eye, yet it is simple, for all it requires is a tape on the waist, at the ends and in the center, forming two loops. With these our device forms a catch. An engineer, on seeing it, called it a 'lock'—which word we adopted. Among its advantages are that it pulls from the shoulder, that it not only holds the skirt up, but the waist down, that it adjusts in four seconds, that there is nothing to injure the garment—it absolutely cannot harm the flimsiest material, and finally, that it yields a feeling of perfect security. We make them in two styles—one practically invisible, and the other exposes a button. They are sold in four classes of finish—oxidized, japanned, silver and gold. They sell for a popular price, 25 cents. For display in jewelry and department stores, they are finished also in more exquisite styles, at greatly advanced prices. All are attractively circularized. We send literature with every sample. We file all applications for future use, and they form a splendid nucleus for future lists."

"These applicants are stores, and not individuals, are they?"

"In the great majority of cases."

"Do they become customers?"

"We strive to make them such, and when we succeed they are entered on our alphabetical list."

"And who stands the expense of transportation of samples?"

"Oh, we do, charging it up to advertising."

"Do you renew your advertising literature frequently?"

"We have had no system, but continually reprinted what struck us as particularly good, using it for circularizing purposes. When we started business we obtained a list of 25,000 names and addresses from one of the concerns supplying such. We have had excellent results from that list."

"There is only one other fact of interest. I think the best ad we have had was one Sunday last April, in the *New York World*. It was a reading notice which bore no earmarks of an ad.

'Uncle Bob,' a contributor, in his weekly talk in that issue, spoke against the custom ladies had of securing their waists and skirts by means of safety pins. He said the men were beginning to abjure the allurements of dancing in consequence of the frequency with which they pricked their hands and wrists through careless adjustment of these safety pins. And then the article, in glowing terms descanted on the advantages of the Triplex, giving cuts of its application. That reading notice proved a great card and we have reprinted and circulated it extensively."

SOCIAL ADVERTISEMENTS.

I suppose most newspapers are in the habit of publishing personal announcements at a fixed tariff, because I, myself, continually receive requests from private individuals to publish paragraphs of this character, accompanied by a cash remittance or an intimation that the money will be forwarded. My answer to such requests is that, so far from making a charge for contributions to the columns of *Truth*, I am generous enough to pay for them, provided I consider them worthy of insertion. On the other hand, I am perfectly ready to publish matter for which the contributors themselves pay—in my advertisement columns.

Personally, I think it beter to maintain this distinction between the two departments of a newspaper. But in these days I find myself in such a hopeless minority on this point that I feel reluctant to dogmatize about it. For instance, look at the following letter, received the other day by a member of the aristocracy. The name of the paper mentioned in it I have taken out, but it is one of our leading dailies and its proprietor one of the big-wigs of journalism:

May 9, 1899.

MADAM: In case you may be attending one of Her Majesty's drawing rooms this season and desire to have your gown and jewels noticed in the —, I beg to inform you that the charge is 21s for each dress.

A check should accompany any order and reach here by 8 o'clock or later at the "—" office, —, on the evening of the drawing room.

Faithfully yours,

It will be seen from this that the practice of making charges of this kind extends to much higher regions than the catalogues of presents at provincial weddings which may appear in country papers. In cases like that of the *Daily Telegraph*, where every reader of the paper can see for himself that matter of this kind is really paid advertisement, and can even see the price which is paid for it, I cannot see that the readers have any just cause for complaint. In other cases I think they have.—*London Truth*.

You
Can Not Reach
Readers of

The Sun

Through
Any Other Daily
Publication.

—
Address,
THE SUN, New York.

CORRESPONDENCE.

Comparatively speaking few goods are sold as a result of advertisements alone. Advertising, whether good or bad, is of but small value unless the inquiries which it brings are systematically and intelligently followed up.

It is at this point in the conduct of any business enterprise that the successful correspondent becomes invaluable to his firm.

Nevertheless any man who has occasion to read the letters sent out by a number of business houses will soon discover that the correspondents of intelligence and tact in the business world are comparatively few. A man who possesses these qualities is a gold mine to any firm.

Generally speaking, the shorter the letter that covers the ground in business correspondence the better. However, it oftentimes pays to use a few seemingly unimportant and unnecessary words simply to show your possible customer that you appreciate his position in relation to the contemplated purchase.

Deciding what ought or ought not to be said depends entirely upon the skill of the correspondent in understanding the character of the party whose inquiry he is about to answer.

When making reply to an inquiry from a business house which occupies a position in the business world much on a par with your own firm's standing, it is seldom necessary to do more than make brief, plain answers to the specific inquiries made.

It is reasonable to suppose that they are familiar with the character of the goods you carry. Whether you obtain the business or not will depend almost entirely on the prices and your ability to execute the order promptly.

It is in the miscellaneous correspondence, from parties who are unknown to you and to whom you are perhaps little known, that the versatility of the correspondent must make itself felt.

For instance, a certain line of advertising may bring in a hundred or more inquiries of the same nature the same day. A

great many firms, in their haste to get as much work done with as little expense as possible, get up a "form letter" for use in answering inquiries of this sort. I do not believe that a more fatal error could be made. It is positively true that there are cases where "form letters" may do as well as any other, but to my mind the occasions for their use are rare and then only as a makeshift.

The really successful correspondent ought to be able to write a hundred letters a day, or as many as circumstances demand, all practically conveying the same information. Yet into each he will inject a personal note somewhere that will impress the recipient of the letter with the fact that it was written in reply to his own inquiry.

It is this kind of attention that makes a business house lifelong commercial friends.

I do not mean to say that any man can write a hundred letters a day covering the same ground and not say much the same things; and more than that, there may be twenty-five letters out of the hundred which are word for word alike, and yet if he is thoroughly equal to his task he will be able to catch something in the manner of the inquiry, the locality from which it comes or the evident circumstances of its author which will enable him to suit each reply to each individual inquirer.

When a customer comes to our store we have some of our most experienced salesmen to greet him and in every possible way give him the attention he deserves. If the salesman knows his business he will quickly adapt himself to the attitude of his customer and his description of the goods and the nature of the attentions which he offers will be guided entirely by what he conceives to be the wishes of his guest. Oftentimes he will find it convenient to introduce him to one of the heads of the company, who will chat with him and make him feel that his call has been a pleasure.

The correspondence from a business house should bear the stamp of the same spirit of personal appreciation.—*Ad Sense.*

The Denver Republican

Opens the Door to Golden Opportunities
in Colorado . . .

78 PER CENT GAIN
IN WANT ADVERTISING . . .

28 PER CENT GAIN
IN ALL KINDS OF ADVERTISING

Number of Wants, September, 1899 12,970

Number of Wants, September, 1898 7,299

Increase 5,671

Total Lines All Kinds of Advertising, Sept., '99, 373,200

Total Lines All Kinds of Advertising, Sept., '98, 291,300

Increase, 81,900

Republican Wants Pay Best

THE S. C. BECKWITH SPECIAL AGENCY

The Rookery
CHICAGO

Tribune Building
NEW YORK

A COUNTRY MERCHANT WITH IDEAS.

PRINTERS' INK doesn't publish "short stories"; here is one, however, which while evidently fiction, still contains ideas that some of the Little Schoolmaster's readers may perhaps put to use.

I met him on the train. He was like a wasp—small and fiery, a rapid talker, with a "zip-I-got-you" manner of repartee. I learned he was a clothing and dry goods merchant, doing a large business in a small town.

"How do you keep your people from going to the city?" I asked.

"Don't keep 'em. Don't try to keep 'em," he replied briskly. "Let 'em go. Glad to see 'em go."

"I don't understand," I confessed.

"It's like this," he rattled, flipping an imaginary dust-grain from his coat sleeve; "our town is three hours, by train, from the city. Shoppers usually patronize excursions—down and back same day. Not over five hours in which to hunt bargains, besides theater, baseball, art galleries and what not. As a consequence, most of 'em fail to connect with the bargains. Now count in the item for railroad fare, as well as for incidental expenses while in the city, and you will see that they lose on the transaction; for, as a matter of fact, I find I can duplicate city prices nine cases out of ten. And I do not hesitate to let them know this. When they get home they find one of my dodgers in their hand before they are fairly off the train. At their houses they find my circular in their mail boxes, and a half page ad in the evening paper. As a usual thing they do not go again. Each new excursion carries fewer shoppers."

"In place of this ex post facto advertising would it not be better to anticipate the excursions?" I inquired.

"Oh! no. Not at all. You can tell a woman that you are selling the latest thing in spring sacques at \$10 and she will believe you. But she will have a lurking suspicion that the same thing may

be had in the city at half that price. Let her go—the sooner the better. I might almost advise presenting her with a railroad ticket. She will come back with a sacque which has probably cost her \$12, to say nothing of a headache."

"You spoke of half a page space in the town paper. Do you run that much every day?"

"No. We have two small dailies and I find that half a column in each is usually sufficient. But on excursion days, which roll around about four times a year, I strike an extra blow. When I first started in business, people would not read an advertisement. I had to educate them. Hard work. I started in by sending to each family in the town, weekly, a small card which bore an inscription like this:

"Are you reading Haskell's ads in the *Herald* and *Record*? If not, better look them up."

"You can't imagine what an effect they produced. To many people, not used to receiving mail, the arrival of these simple penny cards was an event in their lives. And they looked up the ads too."

"Do you use any other mediums for advertising?"

"Oh! yes. I have what I call 'my walking circular.' He is not exactly a solicitor—serves more as a bureau of information. A smooth, engaging talker, who knows the details of my business almost as well as I do myself. He simply spends his time making house-to-house calls and keeping our people informed as regards our latest goods and their prices. He does not confine himself to the town, but takes in the surrounding country. In my business he has become indispensable."

"Do you mind giving me the figure of your yearly advertising outlay?"

"It's too small to discuss. Rates in country newspapers are low and my job printing bills are very modest indeed. Hello!"—as the train slowed down—"here's where I stop. So long. What? Read PRINTERS' INK? Well, I guess. I have often recommended my rivals to have nothing to do with it."

GEO. PARSON.

A September Record :

The following percentages show increase in various lines of advertising printed in the NEW YORK COMMERCIAL ADVERTISER during September, 1899, as compared with September, 1898 :

Real Estate	- Increase	256 ⁰ / ₁₀
Publications	- Increase	66 "
Financial	- Increase	64 "
Dry Goods	- Increase	57 "
Instruction	- Increase	51 "

High-class advertising in a high-class evening paper with a constantly increasing circulation. Advertising rates reasonable and invariable.

The Commercial Advertiser

NEW YORK.

ADVERTISING A COUNTRY PAPER.

The *Journal & Review* of Aiken, S. C., prints a booklet entitled "Your County Paper," asking for subscriptions, that may be of interest to other county papers, and which is here reproduced in its entirety for that reason:

Do you subscribe for your local paper?

If not, why not?

It is deserving of and should receive your support—

If it gives you all the State and county news.

If it contains the legal advertisements.

If it is well printed.

If the price is reasonable.

Every man in the county should take his local paper, for among other things—

It keeps you in touch with county affairs.

It keeps you posted as to the time for paying taxes, the time for making returns, the time of court and the time and place of all religious and public meetings.

It tells you what your neighbor is doing, how crops are getting on, who is married and who has died.

It gives you hints about the farm work, keeps you informed about the state of the cotton and produce markets, and tells you a thousand and one things you want to know.

It teaches the children to take an interest in affairs and tells them what is going on in the great busy world around them.

Once its weekly visits have commenced it will always be welcome and its coming is looked forward to.

Your county paper needs your support because the more subscribers a paper has the more it can do for you.

The county paper is the spokesman for the section in which it is published. It tells the world what is to be found there, corrects misrepresentations and attracts capital, helps develop the county and jealously guards its interests and good name.

A section is judged by its paper. If the paper is slovenly printed, shows lack of enterprise and culture, it reacts against that section.

The *Aiken Journal and Review* is the old established paper of Aiken County. It has a large number of correspondents who keep its readers fully informed of all that transpires within the county.

It is neatly printed; its advertisements are arranged to attract the eye, and it endeavors to keep up with the times, always having the best interests of Aiken County at heart.

It is a large thirty-two column paper and sells for one dollar a year, in advance.

It is our desire to increase our circulation to 1,500, and to this end we call on our friends to help us. If you are already a subscriber to the *Journal and Review*, say a good word for us

to your neighbor who is not. If you are not now a subscriber, let us send you a sample copy, or better still, send us twenty-five cents and we will send you the paper for three months on trial.

IN MODERN JERUSALEM.

To ascend or descend its narrow streets or alleys, for none are level, and to pass under their low vaulted ceilings, reminds the traveler of subterranean passages or catacombs. The arched vaults or caves lining these alleged streets in the business portion of the city furnish the shops for the trading among the natives. They are usually large enough to allow goods to be piled upon the three sides of the vault, with sufficient room in the center for the proprietor (who performs all the various functions incident to shop-keeping), and additional space for two, and sometimes three or four, customers; but four is generally the limit. One vault may dispose of dry goods, another notions, another groceries, another fresh meats, another sandals and slippers, another tinware, another wax candles and religious emblems and so on until one or more vaults may be found for the sale of all such articles as are commonly used by the natives. Each little shop has its separate proprietor, and the value of the entire stock of the average store would not equal the amount of a single good-sized sale in many American retail stores. The Oriental method of trading is unique. The customer asks the price of an article, and the shop-keeper names it, declaring at the same time with the utmost fervor, that never before had he named so low a price. The customer thereupon cautiously offers a fraction of the price named, and calls, with equal fervor, upon a number of the saints in her vocabulary to witness that she will not pay any more. The shop-keeper then slightly modifies his former price, but at the same time ejaculates a prayer to be forgiven for making such a sacrifice. The customer then makes a slight advance, and calls upon some more of her patron saints to witness that she will absolutely pay no more. And thus they make their adroit moves back and forth, until a price is finally agreed upon, and both instinctively offer up a secret prayer of thanksgiving for having so satisfactorily outwitted the other.—*Chicago (Ill.) Grocer.*

WALL STREET ITEM.



"LEATHER ON THE DECLINE."

THE SAINT PAUL DAILY GLOBE

Occasionally an advertising manager, having failed to penetrate the situation, omits the SAINT PAUL DAILY GLOBE from his calculations for Minnesota advertising.

What an error this is will be seen when the fact is stated that the SAINT PAUL DAILY GLOBE is the Only Democratic Paper in a State in which the vote in the Presidential Election of 1896 stood as follows: Rep., 193,501; Dem., 139,626; Pro., 4,365; G. Dem., 3,230; Social Labor, 915.

The population of Minnesota is 1,301,826, or approximately four persons to each voter, indicating that at the lowest estimate over 500,000 of the total population adhere to the Democratic column, and will therefore prefer and be influenced by a Democratic paper, if any.

The daily average circulation of the GLOBE during the entire year of 1898 was 22,012 copies. The daily average circulation for the first six months of 1899, for the daily edition, has been over 22,500 copies and for the Sunday edition, over 26,000 copies.

A moderate rate is charged for advertising space and estimates will be furnished by the Home Office, or by Williams & Lawrence, 87 Washington Street, Chicago, and Charles H. Eddy, 10 Spruce Street, New York City.

THE SAINT PAUL DAILY GLOBE

IN BOSTON.

A correspondent writes:

The man who sells Boston papers at the Fall River dock in New York told me that the *Herald* and *Globe* led all others, with the latter slightly in the lead. He said, on Saturday nights the increase of *Globe* over *Herald* was greater than any other day. The news agent on the train from Fall River to Boston made a similar statement, but added that the *Post* was gaining rapidly. The *Post* was much in evidence in Boston, as much so on the streets and in cars as any other morning paper, and I was a trifle surprised at the number of *Records* and *Travelers* I saw.

The New York *World* and *Journal* have a better plan in running their evening edition, I think, than the *Globe* and *Herald*. The former papers have their morning and evening editions separate; different editors, different staffs, different quarters. The result is that the morning and evening editions are very different. In Boston, however, the morning and evening editions of the *Globe*, particularly, are much alike, and one staff, I believe, gets out the two papers. The last page, and often other pages, are identical in the morning and evening *Globe* as a rule.

Speaking of the *Globe* reminds me of the democracy of the establishment. In New York when you want to see a publisher or editor it involves much time and red tape. One can wander at will all through the *Globe* offices. "Charlie" Taylor's room is wide open, and so are those of the editors. There is a charming air of cordiality about the place. Similar freedom prevails in the office of the *Post* and of the *Herald*.

They are strict in Boston about accepting one as an agent. The Association of Publishers is a close corporation in more senses than one. If you want to be recognized as an agent you must have a certain number of customers, a steam heated office of certain size, and you must make a formal application to "Charlie" Taylor, the secretary, giving

references, the name of the bank you deposit in, stating whether you are married or single, etc.

A two column theatrical ad is not at all uncommon in Boston.

Street parades advertising all kinds of offerings from a new play to a three-cent cigar, and throwing ads on a screen, are as popular as ever.

A BINGHAMTON FAIRY TALE.

We have been told, but do not vouch for its truthfulness, that the New York *World* and *Herald* have entered into an agreement whereby all ads in the classified columns in the Sunday issues of either are duplicated in the other, thus surprising advertisers at the wonderful results attained. If this is true, it is useless to pay for your ad in both, as one will do. It is represented that in this way the *Journal* is not in the race. Does any one know whether this is a fact or a fairy tale?—General Information, Binghamton, N. Y.

THE COPY.

If your copy is ineffective it matters little whether the space costs a dollar a line or only ninety-five cents. Buy space as cheaply as possible, but no matter what you pay see that the copy is such as will utilize the space profitably.

ILLUSTRATED ADVERTISEMENT



WANTED, PARTNER WITH \$20,000.
—Printers' Ink.

What's the matter down in New York Uncle George? Send on her address to go with this for one publication and The Journal will do the rest.

HOW THE MILWAUKEE "JOURNAL" UTILIZES ONE OF "PRINTERS' INK'S" JOKES.

**Do
You
Know
Uneeda
Biscuit
?**

Concerning the Uneeda Advertising.

The advertising success of the century is that of "Uneeda Biscuit" and "Uneeda Jinjer Wayfer."

The name "Uneeda" was coined by us. The name "Uneeda Jinjer Wayfer" was produced by us.

The popular catch phrases, "Do You Know Uneeda Biscuit?" "Every body Knows Uneeda Biscuit" and "Now Uneeda Jinjer Wayfer" were originated by us. The

advertising campaign was planned and is being executed in all its branches by us. We are not in the general scramble to get an advertising order regardless of the interest of the advertiser.

We do not accept advertisements relating to vile diseases, disreputable business or intoxicating drinks.

We are anxious for all the first-class advertising that can be made profitable to the advertiser and to ourselves—and only such.

**Everybody
Knows
Uneeda
Biscuit**

**NOW
Uneeda
Jinjer
Wayfer
!**

Our long experience (thirty years) and our large business (the greatest in our line) should give us unequalled advantages and facilities for doing *good* advertising.

Advertising would open a profitable field to many a manufacturer who to-day is fretting over the evils of the old way of marketing goods, little dreaming of the opportunities that might be his. We are specially glad to talk to thinking men of this class.

N. W. AYER & SON,

Newspaper Advertising, PHILADELPHIA.
Magazine Advertising.

HE ADVERTISED.

To the *Billposter* Mr. O. J. Gude tells the following story of his recent trip abroad:

When I was out about three days I commenced to have a great longing for chewing gum. There is something in the salt atmosphere that destroys the flavor of a good cigar; besides, having nothing to do, you are tempted to smoke to excess unless you have some other occupation. I thought I would try a bit of gum, and asked one of the boys in the smoker if he had some. He said no; then I asked another, and another, with the same result, and finally made a tour of the promenade deck, asking every man, woman and child that I had any excuse for addressing if they had a bit of gum about their clothes. No success, and by this time I wanted gum worse than any passenger would have wanted a life preserver in case we struck an iceberg. Suddenly I had an inspiration—why not advertise for it? So I took a sheet of paper and wrote:

"Wanted—Chewing gum; any old kind; will exchange Scotch Whisky, Martini Cocktails, Jamaica Ginger, Cigars, Cigarettes, Fruit, Candy, Carter's Little Liver Pills, or several other articles du voyage at option or exchange. Apply to Steward, Stateroom 109."

This notice I placed at the head of the staircase, where the ship run and all other important notifications are posted. In about a half an hour the cabin steward came to me on the upper deck and said, "Mr. Gude, there is a second-cabin passenger in your stateroom that has got some chewing gum." Sure enough there was Mr. —, sexton of — Church, New York City, with a package of Adams' Tutti Frutti, unbroken, and two single pieces of gum in a broken package. He immediately proffered me one of the pieces, and I told him to take his choice of the layout of things which my shore friends had kindly provided me. He didn't drink, he didn't care for candy, but he cast a rather longing eye at a box of

"Waldorf-Perfectos" that my friend Donnelly had sent me. I tried to divert his attention to some "Cupid Bouquet" cigarettes, thinking I might make a better trade, but he kept looking at the cigars until I was constrained to say:

"Permit me; won't you have a cigar?"

"With pleasure," he quickly replied, "only it seems too much—such a big cigar for such a little piece of gum."

Then I became greedy. I looked at that package, unopened, in his hand, and stories about the temptations of the saints, and other religious thoughts, floated through my mind.

"Would you be willing to give up that whole package, with five sticks of gum, for five of these cigars?" I asked.

His answer, though silent, was eloquent. He handed me the gum, and I passed up Donnelly's cigars—\$1.35 worth of tobacco for five cents' worth of gum; but I wanted that gum, wanted it badly, and consoled myself with having proved the power of advertising, having demonstrated, a thousand miles from land, the maxim, "If you can't find what you want, advertise for it."

AGRICULTURAL COLLEGES.

The *Orange Judd Farmer* says that one reason why agricultural colleges are not filled with students is because the advantages of these institutions are not made known. Our agricultural colleges, at least in the Middle and Western States, do little advertising, if any, either in the newspapers or in other ways. It is an open secret that the vast attendance which most of the great universities have is due to the earnestness with which those institutions are constantly working for students. In some cases they employ one or more representatives to constantly visit the high schools and preparatory institutions to tell the students about the university, and to get them interested in its work. The new president of Yale college announces that even that sedate institution should go into this sort of work more thoroughly. Any agricultural college that will "get a move on itself" along these lines can secure more students than it can accommodate.—*Agricultural Advertising.*

FRIEND—You'll never sell those goods. What in the world made you buy 'em?

Country Storekeeper (with a sigh)—A New York drummer.—*Chicago Grocer.*

\$40,000 A YEAR.

HOW A NEW YORK MERCHANT TAILORING ESTABLISHMENT SPENDS THIS AMOUNT IN EXPLAINING THE ADVANTAGES OF FIFTEEN DOLLAR SUITS TO THE PUBLIC.

The firm of Cohen & Co., merchant tailors, of Nassau and Ann

a few moments, Mr. Jacobs, the manager, disengaged himself from business and announced his readiness to supply the information that the Little Schoolmaster desired.

"What papers in New York do you use?" asked the scribe.

"We use them all occasionally," said Mr. Jacobs, "but we confine

Don't Be Foolish.

Don't let prejudice cost you fifteen or twenty dollars every time you order a suit of clothes.



COHEN & CO. are reputable tailors. They differ from your reputable tailor in size and progressiveness. They can and do make good clothes cheaper than your tailor can. When the time for their clearing sale comes round it is a good chance to try them.

A Suit to Order for \$12.00 During the 60-Day Sale.

July 10 to Sept. 10—No longer.

Cohen & Co., TAILORS, Northwest Corner Nassau & Ann Sts., N. Y. (Entire Building).

streets, New York, was established eleven years ago in a tiny shop covering a small part of the large establishment that graces the same neighborhood to-day. At that time part of the present Cohen floor space was occupied by several other concerns, all of which were eventually compelled to give way before the growing greatness of the merchant tailoring establishment. To-day the business occupies the entire building, the sample room facing the street, and the upper stories being devoted to the tailors and cutters. In these upper stories the firm takes particular pride, its object being to manufacture its products under hygienic conditions. An attractive feature of the establishment is the expanse of windows, facing on two streets, full of suits that are sold at \$15, or occasionally \$12.

When the PRINTERS' INK representative called it was Friday morning, an "off" day and time, but the place was full of people being measured for clothes. After

ourselves principally to the *World* and *Journal*, and believe the evening editions of these to be most profitable for our purposes."

"What inducements do you offer in your advertisements to people to trade with you?"

"We guarantee our clothes to be all wool, we make clear that no sweatshop work is tolerated, everything being manufactured in airy, healthful rooms in our own establishment, our prices are low and our goods excellent, and whenever we displease a customer we go to any reasonable extent in pleasing him, even returning him the money he has paid without any quibbling."

"Do you find that harping on sweatshop work does you good?"

"We think so. People are awakening to the fact that 90 per cent of the ready-made clothing sold to-day is made in tenements where there are many persons suffering from measles, consumption and what not. These things are not pleasant to think of in connection

with one's clothes. We have printed some effective advertisements dealing with this phase of the tailoring business, one of which PRINTERS' INK recently thought enough of to reproduce and commend."

"How much do you spend annually in advertising, Mr. Jacobs?" was the next question.

"We spend about \$25,000 a year in the newspapers. If to this be added the literature we occasionally get out and the boardings, street cars and such we use, the amount will probably average \$40,000 annually."

"And that is all for this one retail store?"

"Yes."

"From where does it bring customers?"

"It brings them from the whole territory round here from which we naturally would draw trade, and it occasionally brings them from cities hardly within our sphere. Thus here we have a letter from a man in Norfolk, Va., who saw our ad in the *New York Press*; he evidently believes we can supply his wants better than a

offer, we ascribe it to the fact that we advertise the truth; also because Mr. Cohen is in daily attendance and gives the many details of the business his personal attention. You can go through this whole store and select what you want, and it will cost you \$12 to-day, unless it is otherwise marked."

"Did the Cohen concern advertise as soon as it was established?"

"No; but it commenced three years after, when it introduced a fashionable 'kennel coat' as a leader at a price lower than it could be purchased for anywhere else. That brought people into the store, and gave it a reputation for excellent goods at low prices, which it has since steadily maintained. Many of our customers to-day are men who formerly paid \$50 and \$75 for suits of clothes, but who buy here to-day what is practically as useful for \$15; of course there is not the same delicate finish, but that is only incidental; a large part of the difference in price is due to the fact that the high-priced tailor does a credit business, and must make custom-

Don't Be Too Proud

To Save Money.



YOU pay 30 or 35 dollars for a suit. Take this chance to see how ours compare with it. We know already; we want you to know. "Clearing Sale" woollens are as good as any, but only one suit left in some of the patterns.

Suit to Order for \$12.00 at the 60-Day Sale.

July 10 to Sept. 10—No longer.

Cohen & Co., TAILORS. Northwest Corner
Northwest Corner
Nassau & Ann Sts., N. Y.
(Entire Building).

Norfolk concern. We get quite a number of such orders."

"To what do you ascribe your success?"

"Aside from the inducements we

ers who pay pay for customers who do not pay, while we do a strictly cash business. The peculiarity about our establishment is that the same people come in time

and again, so that we recognize many of them as old friends."

"The \$12 sale you now have in progress is a regular feature of your business, is it not?"

"January and February and July and August are our dull months, and it is then we institute these special sales. It enables us to keep our employees, and it is a benefit to our customers, who frequently obtain on these occasions clothes at prices which would cost them much more at other times. It is a bad policy to have a method of doing business which necessitates dispensing with one's employees in dull seasons, because when one wants them again they have been gobbled up by some other concern. These sales do away with the necessity of this."

I have reproduced, in connection with Mr. Jacobs' talk, two of the announcements that Mr. Jules Storm, his advertising manager, thinks "pulled best." They are fair examples of the clear cut attractive advertising style that firm affects. O. H.

INTERESTING THE DEALER

On the last cover page of the October *Ladies' Home Journal* appears an advertisement of the "Ultra" Shoe. The manufacturers of that commodity are sending the following letter in reference to their advertisement to dealers:

MESSRS. G. M. McKELVEY & Co.,
YOUNGSTOWN, O.
GENTLEMEN:—We inclose copy of our advertisement which occupies the back outside cover of the October number of the largest-circulating and highest-priced advertising medium in the country, viz.: The *Ladies' Home Journal*, which has a monthly circulation of 850,000 copies and, it is estimated, is read by over four million people.

This advertisement in the October number alone costs us \$4,000 and is the most costly shoe advertisement ever published.

It may interest you to know that this page in the *Ladies' Home Journal* costs more than would a full page advertisement, two months, in all of the eight high-priced, regular magazine mediums in the country. All combined, one page for two months would cost but \$3,800.

These are: *Munsey's McClure's*, *Leslie's Popular Monthly*, *Cosmopolitan*, *Century*, *Scribner's*, *Harper's* and *Review of Reviews*, all of which we have used liberally and shall continue to use from time to time, as well as the *Youth's Companion*, which, compared with the *Ladies' Home Journal*, is the next highest-priced medium in

the United States, costing \$2,400 per page.

We are spending a large amount of money to make the "Ultra" shoe known, more than we can hope to get back in profits for some time. We are stimulating a demand for these goods and are educating the people who buy at your store to know of them, and trust with our combined efforts you will be enabled to work up a large trade on them.

If we have not mailed catalogues to your trade, we shall be pleased to receive a list of the people who would be interested in a shoe at the price of the "Ultra," and will mail each a handsome "Ultra" shoe catalogue, with your name inserted as the dealer handling them, together with a special printed letter, mentioning your name.

Thanking you for past favors, we are,
Yours very truly,
MOORE-SHAFFER SHOE MAN'G. CO.

THE FOREIGN AUTOMOBILE PRESS.

The *Automobile Magazine* of New York publishes the following list of foreign automobile journals:

AUSTRIA.

Club Organ des Oesterr. Automobile Club, Vienna.

BELGIUM.

L'Automobile illustre, Brussels.
L'Autocar de Belgique, Brussels.

FRANCE.

DAILIES.

Le Velo, Paris.
Le Journal des Sports, Paris.

WEEKLIES.

La Locomotion Automobile, Paris.
La France Automobile, Paris.
Les Petites Annales de l'Automobile, Paris.

L'Auto Cycle, Paris.
Cycle et Automobile, Paris.
Tous les Sports, Paris.
Le Vie au grand air, Paris.

BI-WEEKLY.

Le Chauffeur, Paris.

MONTHLIES.

L'Industrie Velocipédique et Automobile, Paris.
L'Avenir de l'Automobile, Paris.

GERMANY.

Das Journal für Wagenbunkunst, Berlin.
Der Motorwagen, Berlin.

GREAT BRITAIN.

The Autocar, Coventry.
The Automotor and Horseless Vehicle Journal, London.
The Motor Car, London.



A PICTURE USED BY A TEXAS HATTER TO ILLUSTRATE THE WORD "HAT PLANT."

FINANCIAL ADVERTISING.

By Edith R. Gerry.

Brokers everywhere have given lively demonstration of the fact that they are after money. Why then don't they get all there is to be had?

There are millions of dollars in the banks and savings institutions of America. It is placed there for safe keeping by people who would be only too glad to have it profitably invested if they knew how to accomplish it. There are thousands of people all over the United States who would be more than glad to invest in stocks and bonds if they only felt that they were invested wisely and that they would be fairly dealt with by the people who were to act as their brokers.

There is a way to make these people invest, and that is by advertising.

Money-making is simply a science and the basis principle of the science is judicious advertising. If the broker will fairly think out his position, he will find that whatever comes to him, comes through advertising. If unconscious advertising will bring results, much more will judicious advertising accomplish.

Any good firm, which will continually present to the people who have money saved, particulars for investment where there will be a fair return for the money and where there is reasonable safety, will find that these people will appreciate keenly the advantages offered to them. In doing this, however, it is not enough to insert in an advertisement or a letter that good five per cent or six per cent bonds are offered, or that this or that preferred stock has an investment value, but they should show wherein these properties are good, why the earnings are sufficient to always meet the fixed charges, and why the profit will practically never be below a certain minimum. These men are mostly business men who will understand plain figures fully as well as a banker or broker.

The science of advertising lies in convincing the public that it needs a man's service, but mere

announcement of name, address and business will not do this.

Judicious advertising is not bluster or blow or brag. It is simply filling valuable space with dignified, weighty utterances, which will truly represent the business in question. It is simply saying in a truthful, forceful way to thousands of people what would be said to a client in the office. An advertisement is a solicitor—its value depends upon its preparation. It would never occur to a broker to pay a man a high salary for simply repeating his name, address and business. He therefore cannot reasonably expect an advertisement to pay which does nothing more than this. The amount of money a man makes depends upon the number of people who are aware and fully convinced of the opportunities he offers. He reaps what he sows.

If a broker is asked why he does not advertise, he will say: "People will take us for fakes. That's the reason." Now, which is wiser? To perhaps be taken for a fake at the outset and to gradually, by strong, honest talk, efface this impression, or to crawl along in the old slow way, content with the old-fashioned form of advertising, traveling like a snail instead of an automobile.

If advertising pays in one business—it will in another. It is merely telling people what you can do for them—and the result depends upon the manner of the telling, and the medium used.

The test of advertising is very simple. If it pays—it's good. If it doesn't—it's bad. But judicious advertising always pays—it never has failed—it never can fail.

Please, Mr. Broker, don't disregard this great power. Don't throw it lightly aside without thought. It has grown to an immense size. Men everywhere are awakening to the fact that it is an undeveloped gold mine. It is slowly, but imperatively, demanding first attention in every line of work—and getting it.

It will be the most powerful business weapon of the future.

Plant good seed and the harvest will be rich—so will you.



PRINTERS' INK is in receipt of numerous letters criticising the present series of Paine's Celery Compound pictures, one of which, supposed to illustrate the agonies of insomnia, is here reproduced in miniature. Most of the cuts suggest Dante's *Inferno*—in fact, so gruesome are they that the *New York World* has refused to run them. In the present one the Little School-master presumes the bird on the left to be intended for Poe's raven, calling "Nevermore" to the distracted bit of femininity that is wooing sleep with such ill success. That the series is literally terribly attractive in the sense of drawing attention is beyond dispute; whether it is good advertising the advertisers will soon know more accurately than the critics who censure them.

OLDEST PRINTING PRESS.

Reposing in the Pennsylvania Historical Society's building, is the old Ephrata press. It is identical in build with the common press described by Moxon in 1683, such as were used by the first printers of Philadelphia, as well as their English contemporaries of the early portion of the eighteenth century. The earliest record of the press is its purchase about the year 1745, by the Seventh Day Baptists of Ephrata. Upon it was printed an edition of the German "Book of Martyrs," together with other works of similar character. During the Revolution, the Declaration of Independence issued from this press in five different languages, the translations being supplied by the Rev. Peter Miller. When the Continental Congress met at Lancaster the currency of the new republic was printed upon the machine. Later the Ephrata press became the property of Joseph Baumann, and afterward of the senior Heitler,


who used it for many years. In October, 1874, the press was loaned to exhibitors at the Franklin Institute semi-centennial exhibition, where it was operated in contrast with modern steam presses, by a veteran printer dressed to a close resemblance of Benjamin Franklin. This was the last time the old press was used.—*Inland Printer*.

WHERE TO SHOW REVERENCE.

Be especially reverent in your treatment of the customer of slender purse. A multi-millionaire requires only one-tenth the respect due to the man or woman who is bound by the law necessity to buy within a fixed limit. A readiness to show goods within that limit and a tactful avoidance of anything to wound or make forced economy conspicuous meets with instant appreciation, while attempts to force the sale of goods "just a trifle" above the price named by them is resented—and remembered.—*Texas Publicity*.

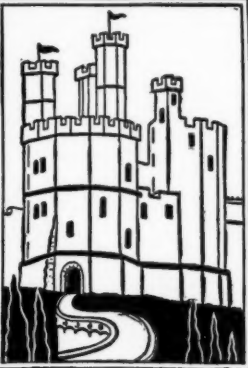
HAVE YOU READ THIS GREAT LOVE STORY?

WHEN
KNIGHTHOOD
WAS IN
FLOWER
—
GASKODEN



BOWEN
MERRILL

WHEN KNIGHTHOOD WAS IN FLOWER



EDWIN GASKODEN

70th Thousand

SOME RECENT PRESS COMMENTS.

A historical romance handled with much delicacy and skill—
New York World

One of the best novels that has appeared in the last ten years—
Chicago Evening Post

Never was there written a prettier love story of the Middle Ages—
San Francisco Call

Crown, 8vo, Illustrated, Price \$1.50, Postpaid.

PUBLISHED BY

THE BOWEN-MERRILL COMPANY

INDIANAPOLIS, IND., U. S. A.

RECENT BOOK ADVERTISING SEEMS TO HAVE HAD A LITTLE VIM AND ORIGINALITY INJECTED INTO IT. THE ANNOUNCEMENT HERE REPRODUCED IS AN EXAMPLE. IF THE BOOK PICTURE WERE WHITE ON A BLACK BACKGROUND, IT WOULD PERHAPS STAND OUT MORE PROMINENTLY.

IN 1848.

The following announcement appeared in an Amsterdam paper in 1848:

"As it has been seen that little boys already wish to smoke cigars, I have invented most excellently fine ones for the tender age. Parents and guardians can be quite easy in their minds when their boys bring them home. They are

smoked like the ordinary cigar, only that these cigars have the property to make the lips and gums of the stupid boys swell to such an extent that they certainly will not think of smoking again for a year and a day. These cigars are most particularly cheap. They cost nothing. Please try them. Tom-sen, cigar manufacturer."—*Tobacco*.

CO-OPERATION SUGGESTED.

CANNELTON, Ind., Oct. 6, 1899.
Editor of PRINTERS' INK:

In large cities there are dealers of all classes who do not advertise because they know their small space would be over-shadowed by the large advertisements. A shoe dealer could probably afford to carry as much space as a department store devotes to the advertising of shoes, but the entire size of the latter's space, including, as it often does, the advertising of some eight or ten departments, would put the shoe dealer's advertisement at a decided disadvantage. Did the department store advertise its different departments in different parts of the paper, dealers who handle but one line would stand some show.

A large space pays better in proportion to cost than does a small space. Large space forces and induces attention. Much of the advantage that department-store advertising possesses could probably be offset by small advertisers by the grouping of advertisements in non-competitive lines, so as to form the appearance of one large advertisement. Thus a shoe dealer, a clothier, a grocer and a hardware dealer could evolve a "department" advertisement, embodying their four distinct advertisements. The advantage of this co-operation would lie in the fact that each advertiser would receive the attractive force of the space occupied by the other three. This plan of co-operation could also be used advantageously by those mail-order advertisers who use small space in the monthly journals. A five-line space would not make a very conspicuous showing, but five five-line advertisements, inclosed by a border, would be a space large enough to attract attention. TAYLOR Z. RICHEY.

A MAINE IDEA.

Office of
"OXFORD COUNTY ADVERTISER."
NORWAY, Maine, Oct. 5, 1899.
Editor of PRINTERS' INK:
How's this for an advertising scheme?

The giddiest suits of any Maine football team this year will be worn by the Waterville High School boys, for they are to have the advertisements of liberal local merchants painted on the backs of the blouses. They charge each merchant \$3.00, and paint eleven advertisements on the eleven suits. This sum pays for the suits, but the advertisement will not be of great value after an opposing team has crowded the boys into the mud of the gridiron a few times.

Very truly, O. WARREN BROWN.

CONSIDER.

Consider the prestige and reading power of the newspaper—how it penetrates States, towns, wards, remote farmhouses in one day. Every time the sun goes down 70,000,000 people know something that was known by only seventy when the sun rose. A great, an infinitely great ear listening every day for what is new in the world. The number of people who know of "Hood's" or "Royal Baking Powder" is absolutely appalling; the number who don't, insignificant.—Ad Sense.

THE THIRD SUGAR BOWL.

NEW YORK, Oct. 10, 1899.

Editor of PRINTERS' INK:

I note that you offer a sterling silver sugar bowl to the newspaper printed east of the Mississippi River, but outside the cities of New York and Chicago, that gives advertisers the best service in proportion to the price demanded. Why do you say east of the Mississippi? If the competition were extended to include the territory west of the Mississippi, in other words, the whole United States, do you actually think a Western paper could carry off the prize? Wouldn't the same newspaper be selected were the same conditions to be applied to the entire country? Yours truly, R. E. TOWNE.

ONE MAN'S PLAN.

DES MOINES, Oct. 6, 1899.

Editor of PRINTERS' INK:

I keep every copy of PRINTERS' INK carefully filed away—each copy marked with figures on the front cover, the figures indicating pages which contain items of interest for future reference. I have found this plan very helpful. Perhaps it may be useful to others. JNO. A. BOLLMAN.

QUESTIONS.

The *National Magazine* (Boston) makes this announcement:

Two prizes will be awarded on Christmas. The first prize will be \$10 and the second \$5, for the best answers to the following questions, according to your observation and belief:

1. Who are the closest readers of magazine advertisements, men or women, and why?
 2. What is the most attractive advertisement in this issue of "The National Magazine," and why?
 3. What is the most convincing advertisement in this issue? Would it influence you to purchase the goods advertised, and if so, why?
 4. Do women chiefly influence the purchasing for the men of the family, and which is more effective in inducing women to purchase, magazine or newspaper advertising, and why?
 5. Do you hold a magazine in the right or left hand when reading, and does a right or left hand page first attract attention, and why?
- Do not delay in sending in the information asked, addressed to "Advertising Expert, *National Magazine*," Boston, Mass.

TRUE KINGS.

One of the London stationery journals constructed this ingenious play upon words: The most powerful king on earth is wor-king; the meanest king, shir-king; the most popular king, smoking; and the leanest one, thin-king; and the slyest one, win-king; and the most garrulous one, tal-king; and the thirstiest one, drink-king. And then there is the hac-king, whose trade's a perfect mine; the dark-skinned monarch, blac-king, who cuts the greatest shine; not to speak of ran-king, whose title's out of question; or famous ruler ban-king, of good finance digestion.—*American Stationer*.

NOTES.

THE Chicago Colortype Company of Chicago issues a series of samples of color photography that show the great fidelity of this process.

THE American Biscuit Company is bound to have the "Uneeda Biscuit" known to every family in the country. In the northern part of Michigan, in and around Marquette, where so many Swedish and Finnish miners are to be found, the famous biscuit is being advertised by posters, printed in the Swedish and Finnish language.—*The Billboard*.

THE Norwegian-Danish Press Association of the United States, at its recent annual meeting in Decorah, Iowa, elected as President Mr. C. Rasmussen, of Minneapolis. Mr. Rasmussen is one of the best known advertising men for Scandinavian newspapers in this country. As a book publisher he is known by his kinsmen all over this country as well as in his native land.

IN 1835 the New York *Herald* was started on a basis of \$500, and for fifteen years it had a harsh and bitter experience for James Gordon Bennett, but before his death he refused three million dollars for it. In 1849 the New York *Sun* brought only \$250,000, but a year or two ago Chas. A. Dana refused several offers of \$3,000,000 for the property.—*Cold-water (Mich.) Reporter*.

FOR the best photographs of Nebraska farm scenes sent to him before October 31, 1899, General Passenger Agent Francis, of the Burlington route, has offered cash prizes amounting to \$50. The contest is open to both amateur and professional photographers, and is expected to arouse as much interest as did the Burlington's prize contest for the best letters on Nebraska last winter. The pictures obtained in this novel manner are intended for publication in the various immigration pamphlets issued by the Burlington.—*Portland (Oregon) Telegram*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Successful advertising solicitor for the road. References. TRADE JOURNAL, P. O. Box 618, New York City.

A FIRST-CLASS web pressman seeks a position. Best of references. Address "B," Room 15, 38 Broad St., New York.

WANTED—Position as editor and manager by a thoroughly reliable, experienced and competent man. "MAX," care Printers' Ink.

HALF-TONES (quality guaranteed). one col. \$1; 1/2 doz. 45. Two col. \$2; 1/2 doz. \$10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

WANTED—First-class salesman to handle our line of advertising novelties and take charge of branch office on a salary. Only a thoroughly competent person with experience need apply. Address THE WHITEHEAD & HOAG CO., Newark, N. J.

ORDERS for 5-line advertisements 4 weeks \$10, in 125 Wisconsin newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

SUPT. for job office. \$2,000 required. Security MATTICE, Williams Ave., Detroit, Mich.

WANT an advertiser! I am an experienced young man and would like a situation, as advertiser, with some responsible firm or advertisement agency. I can write excellent newspaper, magazine and street car ads. I am willing to start with a moderate salary. Samples of work, references and full particulars upon request. ARTHUR D. FERRIS, South Norwalk, Conn.

A NEW YORK man now in Chicago, who understands thoroughly the economical buying of newspaper space and has had much to do with the effective placing of posters, desires a position. His experience has been such that he could fill the advertising position of a proprietary article with ability. Can furnish best of references. Address "ADVERTISER," care Lloyd Milnor, 241 State St., Chicago.

A RARE FIND FOR A PUBLISHER.

A man (29 years old) who has had experience in every department of book and magazine publishing. A sharp buyer of paper and printing and a marvel as a contractor for space in newspapers and magazines (so a leading agent says). He has placed half a million dollars' worth of book advertising and knows the results from most mediums. Has a rare capability for discerning new and profitable uses for old, unused space. In short, he can increase profits in half a dozen original ways. All references and bonds desired. \$5,000 cash salary or a fair profit sharing plan would be satisfactory. Address "GOOD MANAGEMENT," care Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 105 Prince St., New York. Service good and prompt.

MAILING MACHINES.

DAN-AMERICAN, Matchless Mailer, pat. Jul. '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

HALF-TONES.

PERFECT copper half-tones, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., U. S. 13 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us! THE MEN OF LETTERS ASS'N, 53 Greenwich St., N. Y.

BUSINESS CHANCES.

TO enterprising merchants—I have an idea, no hackneyed advertising scheme, but a brand new business proposition to increase your sales \$250 or more, weekly, without additional outlay. Full details sent for \$1. CHARLES HAUGHEY SMALL, City Hall Building, Kansas City, Mo.

BOOKS.

ADVERTISING HELPS—"Helps Over Rough Places," a new book just published, containing about one thousand new and catchy headlines, attractive phrases, catch lines, etc., an invaluable book for advertisers and advertisers. \$1.00 per volume. Address E. J. SALT, Advertising Manager F. & K. Lazarus & Co., Columbus, O.

FOR SALE.

SEVERAL sets novel plates, 250 pages each. Am. copyrights. P. O. Box 2103, New York.

FOR SALE—Advertising scheme. Big money maker. Prospectus 50c. H. BENDER, 105 Reade Street, New York.

DENVER, "Queen City of the Rockies." A 10 year old family weekly doing fine business for sale. Yearly business \$12,000 gross. Paid circulation averages about 8,000. Owner deep in other business, must sell. Fine field for energetic man to add much to business—acquaintance unnecessary. Price \$5,000 cash. For particulars address, P. O. Box 540, Denver, Colo.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued September 1, 1899. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING NOVELTIES.

NOVELTY calendars. CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

ENTIRELY new line for 1900 now ready. Orders for fall delivery should be placed at once. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR the purpose of inviting announcements of advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPER BARGAINS.

A DANDY weekly in New York, \$2,500 cash. One for \$2,000.
Two well located weeklies in New England, \$2,000 each—one-half cash.

A good daily in Tennessee, \$7,500—one-half cash. Two weeklies in Northern New England (two plants, one owner, a monopoly of the territory); requires about \$4,500 cash. A great money making business.

Three great dailies in the West—Oregon, Washington, Wisconsin.

Iowa Democratic weekly, \$5,000—about one-half cash. Fine opportunity.

A leading weekly in Michigan, \$4,000 cash. Doing a splendid business.

Dailies and weeklies in 37 States. Send for my special list.

C. F. DAVID, confidential broker in newspapers, Abington, Mass. 28 years' experience.

ADVERTISING MEDIA.

SHOE TRADE JOURNAL, Chicago, will do the business. Rates 10c a line.

GENERAL INFORMATION, Binghamton, N. Y. 5c. line. Close 24th. Sample for stamp.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

SUNSHINE HERALD, 292 Graham St., Brooklyn, N. Y. A monthly household magazine.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ADDRESSES

FOR SALE—10,000 high grade addresses, never used. F. E. BOSWORTH, Easthampton, Mass.

DISTRIBUTOR and billposter in the country districts of Georgia. Collected lately. Authentic. Country addresses. Will sell them. S. C. MCGAHEE, Ad Agt., 5 Cottage St., Augusta, Ga.

DON'T do without the best agents' and canvassers' addresses when we can supply you anywhere, anytime. We also have several thousand of fresh mail order names for sale. Please write us. S. M. BOWLES, Woodford City, Va.

150,000 NAMES of magazine and book buyers. Persons who have actually paid cash for high class literature. A gilt edged list for any publisher. Not available until Nov. 1st. Terms reasonable. For particulars, address F. W. STONE, 358 W. 154th St., N. Y.

ADVERTISEMENT CONSTRUCTORS.

MOSES & HELM, 111 Nassau St., N. Y.

WHITE, C. V. WHITE, Burke Bldg., Seattle, Wash.

SNYDER & JOHNSON, Adv. Writers and Agts. Chamber of Commerce, Chicago. Write.

SPECIAL ads for special needs. MISS WOOLLE, 6 Wall St., N. Y. Telephone 3601 Cortlandt.

10 ADS 50c. Printed. Any retail line. Get them. TAYLOR Z. RICHEY, Cannelton, Ind.

PROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

THE only writer of exclusively medical and drug advertising. Advice or samples free. CLYDE S. G. MANNING, South Bend, Ind.

FILL your paper with paying ads. City or country papers. \$2 secure golden idea No. 101,099. C. W. SWIFT, Yarmouthport, Mass.

I AM ready for particular people—those who want the best the market affords. Writing, illustrating, printing. Advertising placed. PARKS, 432 Park Row Building, New York.

ONE ad written from your data, without charge. Just to make your acquaintance. Your orders will follow as a matter of course. BENJ. SHERBOW, 2125 N. 30th St., Philadelphia.

A WELL written ad must be displayed properly, and a properly displayed ad must have the proper matter to sell your goods. We do both. We edit your copy, set ad as it should be, and show proof. Five inches or less, \$5.00; ten inches, \$5.00. Electros of ad furnished at slight additional cost. L. FINK & SON, 59 S. 4th St., Phila.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

Lafayette Parks, the adwriter, has this to say of his advertising in PRINTERS' INK: "My experience has proved that an advertisement placed in PRINTERS' INK brings more replies than any other medium I have tried." Mr. Parks has been using two line, three line and four line spaces in the classified columns of PRINTERS' INK, under the heading Advertisement Constructors, since July. He has paid 25 cents a line for each insertion. There is no better or cheaper medium for reaching advertisers generally than PRINTERS' INK, and furthermore advertising in PRINTERS' INK brings profitable results. These small advertisements are the best means for one to find out the wants of advertisers and learn what to supply. Small advertisements are solicited.

Address,

PRINTERS' INK, 10 Spruce St., N. Y.

THE BEST AND
FINEST SERVICE
IN THE WORLD

ANNUAL RENTALS
TO RAILWAYS
OVER \$300,000

OLDEST ESTABLISHED,
MOST RELIABLE,
GREATEST EXPERIENCE.

Illustration of a train car with four passengers: a man in a top hat and suit, a woman in a plaid dress and hat, a man in a top hat and suit, and a man in a top hat and suit. The train car has large windows and a door. The text is displayed on panels within the train car.

During this week the American Street Railway Association are in session at Chicago and the above illustration appears in the *Street Railway Review* convention number with a list of the numerous street car lines on which the advertising is controlled by us. Our Chicago plant (all the lines on the North and West Sides) is the largest single system in existence. Our firm is represented at the convention, as nothing possible to promote the interests of Street Car Advertising, rightly conducted, is ever overlooked by us. That the advertising public appreciate this fact is shown by our business, which is to-day the greatest in existence.

GEO. KISSAM & Co.,

253 Broadway, N. Y.

87 Washington St., Chicago.

And 12 other offices.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, OCT. 18, 1899.

An advertisement should tell the truth in a way that reads like truth.

An article of merit is the first requisite in an advertising campaign.

THE *Press-Kickerbocker-Express* of Albany, N. Y., has a big name.

USED intelligently, excellent advertisements can be produced by the use of type alone.

THE business man who doesn't make advertising pay doesn't advertise in the right way.

THE advertiser who ruins himself by going into too many mediums may be said to have wasted his substance in riotous advertising.

FOR years it was believed that newspaper advertising was too expensive a method of introducing cigars. Another theory of the dead past that has been proven to be false.

Pacific Coast Advertising, published monthly, at 50 cents a year, by W. D. Curtis, at Hellmann Block, Los Angeles, Cal., will be found interesting and valuable to every advertiser who is interested in Western, particularly California, advertising. It actually gives what many journals for advertisers lack—information.

"Ev'ry hoss c'n do a thing better 'n' spryer if he's broke to it as a colt."—*David Harum*.

The merchant who advertises when his business is small, will make as numerous mistakes as any other, but they will not cost him as much. He will pay for his experience at a time when paying for it does not involve much expenditure. When his appropriation grows, and mistakes would cost dearly, he will not make them, because he has already learned better.

PRINTERS' INK, of course, will list "Tips on Advertising" along with its "Babies." We have anticipated this action on its part and can prove an alibi.—*Tips on Advertising*.

"*Tips on Advertising, A 'Different' Advertising Magazine*," is published on the first day of every month by the Tips Publishing Company, of Chicago, at fifty cents per year. It is a bright little baby, but very harsh upon the "experts," whom it regards as among the mistakes of creation. That it can prove an alibi at its own birth—well, that is hard to believe.

By color photography it is now possible to show, at little expense, the exact appearance of an article to the eye, including its various colors. While lithography is confined to pictures which an artist can draw, the field of color photography is available for "whatever can be seen with the naked eye that can be held in one position long enough to obtain the exposures with the camera necessary to secure the impressions from the rays of light in the different colors reflected from the object presented."

THE advantage of a small advertising appropriation at the start is that the mistakes which are almost inevitable do not cost as much as they otherwise would. The mistake which might cost ten thousand dollars in an expenditure of one hundred thousand will, of course, cost only one thousand dollars when the appropriation is ten times one thousand. Experience is thus bought cheaply at a time when it must be bought.

STUDY the paper in which you intend to insert your advertisement. The character of its readers may be discerned from the paper itself. Then insert an announcement in harmony with the class of readers.

RIKER'S Drug Store, Sixth Avenue and Twenty-third street, New York, publishes quite a large catalogue called "Talks on Rubber," which tells about rubber goods used for medical purposes, hospital supplies, maternity and infant goods, elastic stockings and supporters, orthopaedic apparatus, surgical instruments, etc. The various articles are shown by pictures, and altogether the matter is so interestingly presented that the Little Schoolmaster had looked the book through before he was aware that he had commenced to examine it.

NEVER let a man who is heart and soul with your business leave your employ if there is the slightest chance of retaining him, says the *Drygoodsman*. He is the reserve force of your work and is the supporting army for all aggressive movements. There may be hundreds who can be hired for a great deal less money, but it is like dropping coins into the sea. The man who pushes and pulls, who suggests and carries out, offers and fulfills, is not measured entirely by dollars and cents and you cannot afford to let him go because another is a little cheaper.

"What a wedge, what a beetle, what a catapult, is an earnest man! What can resist him?"—*Thoreau*.

All the maxims, the axioms, that apply to success in life apply equally well to success in advertising. Perhaps more men fail because they lack earnestness and persistence than for any other reason. In advertising, particularly, are these attributes indispensable. To advertise with the determination to succeed, and to persist in one's advertising and one's determination, is the way to accomplish one's purpose. Much advertising is discontinued at a time when a little more patience would have resulted in a turn of the tide.

To aid you to success in advertising, study the class of people to which you wish to appeal.

THE letter that goes in answer to the reply that the advertisement has elicited is a vital part of the advertising problem.

If you run a series of display ads and are at a loss for new copy, try a change of form with the same wording. It is an escape from repetition and a good makeshift in time of stress.

THE newest PRINTERS' INK baby is *Texas Publicity*, published monthly by the McDaniel Printing Company, Sulphur Springs, Texas, at 50 cents a year. It is made up of articles and items from PRINTERS' INK and other publications, many of them uncredited. But as the editor is skillful with his scissors, his publication is quite an interesting little parasite.

WHERE one writes with black ink on white paper, and thinks it would be more desirable to have the matter appear white on a black background when printed, all that is necessary is to send the black upon white to a photo-engraver and tell him what is wanted. The price will be double the price of a single photo-engraving, because to accomplish the result desired the engraver makes two plates.

THE writing of a "puff" is an art in itself. If the effort abounds in honeyed words, overflows, so to speak, with praise and commendation, a large portion of the reading public is intelligent enough to take it with the proverbial grain of salt, or perhaps reject it entirely as unreliable. If, however, it is a paragraph or article that actually gives some information, and only incidentally commends the firm upon whose instance it is inserted, it may be expected to accomplish some good. The majority of puffs overleap themselves in the desire to make of the personages or commodities of which they deal, "creatures too bright or good for human nature's daily food."

AN ad that pays in one paper may not pay in another.

MANY advertisers do not realize the strong points in favor of their goods. They talk in their announcements to the public in the hackneyed, technical style that prevails in the trade, instead of making clear to the consumer why he should buy these particular goods in preference to any other.

THE disinclination which churches show to advertise is due, in a measure, to the fact that among people who do not know much about advertising it is assumed that it is impossible to make announcements to the public without being vulgar or sensational. This idea has been strengthened rather than weakened by articles which have appeared in advertisers' journals, since most of these have assumed that as soon as a preacher advertised he would become sensational, or conversely, that he would not advertise until he became sensational. The result of such a view is to cause numerous churches and preachers to give the whole subject a wide berth.

THE statement that advertising is merely the presentation of facts, and therefore not an art, appears with increasing frequency in articles devoted to the subject. That advertising is merely the presentation of facts will be readily acknowledged, but that such a presentation is an easy matter many who have attempted it are ready to deny. Nine persons out of ten find it difficult to make plain to others verbally exactly what they have in mind; when they take the pen in hand, the difficulty is increased rather than diminished, because people unused to writing do not understand that the written presentation should consist merely of the verbal presentation put upon paper. That a reasonable amount of practice will result in a fair degree of facility in presenting facts is undoubtedly true, but that such facility, except in the rarest cases, may be obtained without practice, or with ease, is a statement that will not hold water.

It is not possible to have too many words in an advertisement if the words are needed to bring out properly the facts it is desired to convey.

A. D. WILT, principal of the Miami Commercial College, of Dayton, Ohio, writes:

I have read the *Little Schoolmaster* for a number of years with a great deal of profit and pleasure, and continue to make use of it in my teaching of the many young men and young women whom I annually prepare for business. It should find a place on the desk, not only of every advertiser, but business college teacher.

THE *Book-Keeper*, of Detroit, has been published twelve years. It is a monthly of the size of the popular magazines, and contains about 160 pages each issue. The price is one dollar a year. It is full of advertisements of all sorts of articles in which book-keepers or office men would be interested—letter and catalogue files, ledgers, typewriters, inks, inkstands, pens, paper, pencils, fountain pens, rubber stamps, adding machines, typewriters, paper weights, pencil sharpeners, mucilage, desks, eye-shades, erasers, copying machines, card systems, clips, etc. There are hosts of advertisements, and most of them are big. The American Newspaper Directory rates the *Book-Keeper* for 1898 as z E, which means that the editor of the Directory estimates its circulation as exceeding 12,500 in the absence of satisfactory information from the publishers. The Directory also states that in 1897 the *Book-Keeper* gave a satisfactory statement of circulation, showing its output at that time to be 17,262. In its advertisements, the *Book-Keeper* claims a circulation of 50,000 copies: an advertiser who had used it and to whom PRINTERS' INK showed this statement said he would grant the publication 40,000, although when shown the figures in the American Newspaper Directory, he hesitated to express any opinion as to why, if it had the circulation claimed or granted, it did not secure the benefit of it by seeing that the figures were inserted in "the green book." The advertising rates are \$40 a page each insertion, or \$2.50 per inch.

THE IMPROVING CIRCULATION OF THE NEW YORK "TIMES."

A worker upon the revision of the American Newspaper Directory for the issue for December, 1899, lately reported to his principal an interview had with a newspaper representative, as follows :

Mr. Wiley of the *Times* was in to-day to talk about *Times*' circulation. He borrowed a September Directory to take to the office. He said that he thought they had better give us the figures in order to get a correct rating.

This may be taken as an illustrative case. It is interesting to advertisers. The paper referred to is the New York *Times*. The circulation of the *Times* is dealt with in the Directory as follows :

TIMES, every morning ; Independent-democratic; daily twelve pages, with eight-page book and review supplement Saturday, Sunday thirty-two pages 18x24, with sixteen-page magazine supplement; subscription—daily \$9, Sunday \$4.50; established 1851. Adolph S. Ochs, publisher. Office, Printing House square.
Circulation—Daily: In 1894, B. In 1895, C. In 1896, B. In 1897, Y. In 1898, YC, (??) (◎◎). Sunday: In 1894, B. In 1895, C. In 1896, B. In 1897, Y. In 1898, YC (◎◎).

Note the story these few lines tell. For its easier interpretation it is here written out in full :

1894. B. i. e., exceeding an average issue of 40,000 copies daily.

1895. C. i. e., exceeding an average issue of 20,000 copies daily.

1896. B. i. e., exceeding an average issue of 40,000 copies daily.

1897. Y. Signifying that no recent circulation statement has been received and a consequent probability that the last rating was too high.

1898. C. y. (??) (◎◎), signifying that the publisher is not satisfied with the rating, but will not furnish information that will warrant a higher one. The marks (??) offer a reward to anybody who will prove the paper entitled to a higher rating. The other marks (◎◎) indicate that it is a paper valued more by advertisers for the quality of its circulation than for the mere number of copies printed.

The Directory editor says that he has not been called upon to pay the reward offered to anybody who would prove the *Times* entitled to a higher rating; but he believes the circulation of the *Times* really is improving and that it may be, or soon will be, entitled to a higher rating. If this is true, it is probable that Mr. Wiley's impression, that it would be better to give the plain figures and have them printed in cold type, will be acted upon by

the *Times*. Every newspaper man has long known that it is easy to get the facts into the Directory if he will tell them. But—

AN IMPOSSIBLE PER CENT.

KALAMAZOO, Mich., Oct. 7, 1899.

Editor of PRINTERS' INK:

Will you kindly answer the following question? What is regarded by advertisers in general and advertising agencies in particular as the usual average percentage of circulation according to population of a city? Take, for instance, a city of 25,000, is it 10-15 or 20 per cent? Thanking you in advance for the courtesy of your reply, we are

Yours very truly,

KALAMAZOO GAZETTE CO.,

F. F. ROWE, Business Manager.

Papers get the largest percentage of circulation where the outlying districts are most populous. Five thousand circulation in a town of 25,000 population is equivalent to one paper for every family. It would be safe to say of such a paper, "Everybody reads it."—[ED. PRINTERS' INK.]

◆◆◆
We need no copyright on individuality, for, when we put that quality into our ads, none may repeat the success peculiar to it.

◆◆◆
THE Jefferson Theater Program Company, which practically controls theater program advertising in Chicago, has just issued an interesting booklet entitled, "Circulation Ten Million a Month," which contains, in addition to a history of Chicago theaters and a list of houses in other cities, a number of letters from advertisers commending the theater program in general and the Jefferson list in particular. Altogether, it is a rather convincing presentation. PRINTERS' INK thinks the following paragraph original enough to be worthy of reproduction:

The circulation of a theater program has three important factors: quantity, quality and reliability, and to these is due its rise as a legitimate medium. The quantity of theater programs is not controlled by the publishers; he must supply the demand. The quality of the theater program is evidenced by the fact that it reaches primarily the easy spenders. The reliability of the theater program is best illustrated by your own demand for a program when one is not forthcoming at the theater you attend. In other words, the theater patron unconsciously aids his fellow, the advertiser, by insisting on having a program.

THAT MAN

works in Manhattan, but he lives in Brooklyn. And the newspaper which he takes into his home, which his wife reads, and which his household reads, is a Brooklyn paper. It is called

Brooklyn's Home Newspaper

The Newspaper of a Borough containing over a million and a quarter of souls.

THE BROOKLYN DAILY EAGLE

THE DRY GOODS STORE CARDS.

By John C. Graham.

These goods are for examination and for sale. We urge you to examine them—perhaps they will urge you to buy. Quality and price do all the talking.

This is a day of opportunities. If you fail to buy, to-morrow may be a day of regrets.

Solid satisfaction given away with every purchase.

It's not half so pleasant to shop here as it is to buy here, and you will know it when you have tried both.

If you covet anything you see here, just look at the price. That should stop envy, for it puts any article within easy reach.

You may see something here that your friend or neighbor wants. Don't forget to tell them when you get home.

If you understand these goods you know how much higher the prices really ought to be.

If you have to wait for change you can employ the time profitably in looking over these goods.

You saw these identical goods in another store, didn't you? Yes; and don't you remember that the prices were a good deal higher?

Please don't go until you have had a thorough look around. Perhaps you can't tell just what you want until you see it.

We do not want to have a dissatisfied or an unsatisfied customer leave this store. There is no occasion for it, either.

In some stores quality and low prices are seldom found together. Here they are married.

If you don't get the worth of your money here, you won't get it anywhere.

FOR SHOW CARDS.

We believe in expansion of trade and contraction of profits. Try us.

Cash counts—buy of us and get the discounts.

If you get it here you'll come back for another.

Prices fair for underwear.

The greatest side show of bargains in town. Admission free. Come in.—*Chicago Dry Goods Reporter.*

ITS LIMIT.

Fortune knocks at the door of every mail order man at least once every seven years. It was never known, however, to follow him around the corner to the saloon to argue the point with him.—*Tips on Advertising.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

To cover New London and surrounding towns but one paper is required, THE DAY. It covers the whole field and better than all others combined.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$3,000 monthly. Covers South and Southwest. Advertising rates very low.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to-day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

Displayed Advertisements.

50 cents a line: \$100 a page: 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or
H. D. LaCoste, 38 Park Row, New York.

I place the utmost reliance upon the circulation quotations in the American Newspaper Directory, and the publisher who offers excuses and protests against its inaccuracy has no one to blame but himself, as a correct rating is easily obtained by simply telling the truth and supplying the necessary figures. Failure to do this places any publisher in the category of circulation preparicators, to which class he evidently belongs.

Advertisers should patronize such publications as afford definite information and avoid all others as a rat would a sinking ship.—*Advertisers' Guide for June, 1899.*

Established 1852.

Daily and Weekly.

For quickest and best route
to the homes of the best people
of Central Pennsylvania use

THE PATRIOT

Harrisburg, Pa.

Daily Circulation, 7,588.

The business of to-day may sink into oblivion to-morrow.

Insure your business from oblivion by having its merits emblazoned where they may constantly dazzle the customers' eyes. An announcement in

CHARITIES

will not only influence the customers of to-day but also those who will be the customers of to-morrow. The people you talk to through CHARITIES are of more value to you than those you address in any other publication.

For space and rates address

WILLIAM C. STUART, Publisher Charities,
105 E. 22d St., New York City.

THE EVENING Journal

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 .. **14,890**

Sports Afield.

is a strictly high-class sporting magazine of thirteen years' standing, and reaches almost every well-to-do sportsman in the West, the Northwest and the South.

Advertisers will find its readers to be buyers and well worth becoming acquainted with through its advertising columns.

Rates—One inch, \$4 per month; two inches and over, \$3 an inch. Page is regular magazine size.

SPORTS AFIELD PUBLISHING CO., 358 Dearborn St., Chicago.

E. H. CAVE, EASTERN MANAGER,

147 EAST 30TH ST., - - - NEW YORK CITY.

The Pawtucket Evening Tribune

Is one of the leading daily papers of Rhode Island. Its circulation shows a steady growth. The TRIBUNE is a popular paper, and was never more so with its patrons than at present. It has a distinct field of its own in a big territory. By the use of its advertising columns, your announcement can be placed before many of the people of Rhode Island, Massachusetts, etc. *Write for rates.*

If you use the columns of the TRIBUNE, your ad will be in good company. The largest and most discriminating local advertisers, as well as the smaller ones, constantly use our columns, because it pays them to do so. We also carry the leading general advertisers of the country.

THE TRIBUNE PUBLISHING CO., Pawtucket, R. I.

They Are All Good

The Dr. David Kennedy Corporation, Rondout, N. Y., writes:

RONDOUT, N. Y., Sept. 12, 1899.

Mr. WM. JOHNSTON, New York City:

Dear Sir—The advertisements you send us are all good. We have been in the advertising business for a good many years and have paid thousands of dollars to newspapers for publishing our advertisements, and it certainly would seem that we ought to be able to select one of the three ads as the best. After looking over them it is a hard matter to do so. If you will have an electro made of each one and send us the same with bill you will oblige.

Very truly yours,

DR. DAVID KENNEDY CORPORATION,
Augustus C. Knite, President.

write, design and print advertisements and booklets of every description. No one has better facilities for turning out the complete job. I would be pleased to receive a trial order. Send for booklet.

Address WM. JOHNSTON,
Manager Printers' Ink Press, 10 Spruce St., New York.

THE
Baltimore MORNING
AND
SUNDAY **Herald**

leads all its contemporaries
this year. The paper

SHOWS GREATER GAINS

in all departments than has ever before been accomplished within seven months in Baltimore. This is particularly evident

In Advertising and Circulation.

The local advertisers are almost a unit in using the HERALD. Can you, as a foreign advertiser, afford to ignore the example of the advertiser who almost lives with the paper, knows its every movement, knows its character and influence, knows its power as a business bringer?

THE S. C. BECKWITH SPECIAL AGENCY,

SOLE AGENTS FOR FOREIGN ADVERTISING,
NEW YORK AND CHICAGO.

THE KANSAS CITY TIMES

Is a medium of powerful influence, not only in Kansas City but every city and town of Western Missouri, Kansas, Nebraska, North Arkansas, Texas and all the Territories. It has never been afraid to tell how many copies it prints.

Its guaranteed average circulation, that is number of copies actually sold, for which money was received, during the past year, has been:

Daily (including Sunday), 26,083
Weekly, - 38,120

Pretty big figures for Kansas City, big in fact for any city, and the best of it is that the paper goes right into the homes of the well-to-do and industrious class. If you think you have something this class of people really need or want—something that will appeal to their intelligence and that they will value and appreciate, advertise it in

THE KANSAS CITY TIMES

and you will get returns. No doubt about it.

THE S. C. BECKWITH SPECIAL AGENCY,

**THE ROOKERY,
CHICAGO.**

**TRIBUNE BUILDING,
NEW YORK.**

THE BOHEMIANS—WHO TH THEY DO IN THE UN

In proportion to the size of their native country, a greater percentage of Bohemians have immigrated into America ever since the 50's than any other nationality. There are great numbers of them both in the municipal and rural districts. A large proportion of them, however, are farmers. It is estimated that there are about 30,000 Bohemians in New York, 50,000 in Cleveland, 20,000 in Baltimore, 10,000 in Detroit, 15,000 in St. Louis, 12,000 in St. Paul, 13,000 in Milwaukee, and over 100,000 in Chicago. In fact, there is not a city in the Union where they cannot be found. The Bohemian farmers are principally located in the Central and Northern States, although about 50,000 farmers are located in Texas and more or less in every other State. In some cities they are more a commercial, political and social factor than in others. In Chicago, for instance, they have several banking institutions, one of the largest breweries, lumber yard, hotel and other large enterprises, besides hundreds of stores, etc.

In their endeavors towards advancement, they seem to take more or less pride in keeping up their mother tongue, which is likewise taught to their children, who, along with their English studies at public schools, keep up the Bohemian with comparative ease. Otherwise they seem to be very quickly Americanized, and above all are industrious, thriving and economizing. Much of the credit in this regard is due to the Bohemian newspapers, some of which have a large circulation and well-fitted newspaper plants, favorably comparing with the largest English newspapers. They make permanent settlers.

HO THEY ARE AND WHAT HE UNITED STATES.

The Bohemians in the United States are represented mainly by the Daily Svornost and the Semi-Weekly Amerikan, both published at Chicago. The Daily Svornost particularly covers the entire field of 100,000 Bohemians of Chicago and those residing in Illinois, Wisconsin, Indiana and Iowa. Almost all Chicago subscribers have papers delivered by carriers to their homes. Out of the city the paper is sold for one cent per copy.

There is a certain percentage of Bohemians who will read either one or another of the English papers, but an advertiser cannot cover one-tenth of the field, unless he advertises in the Bohemian Daily Svornost.

The Semi-Weekly Amerikan has practically no circulation in Chicago or the State of Illinois, as the field is so thoroughly covered by the Daily Svornost. In every hamlet inhabited by any number of Bohemians, copies of the Amerikan can be found. Of course in some of the places not as large a percentage of them are readers of this paper as in others, but frequently the majority of Bohemians in a country town are subscribers of the paper.

This announcement is the first extensive public introduction to the general advertisers of either the Svornost or Amerikan, although both have been published for almost twenty-five years. There are, however, some advertisers who have discovered this unique field and have remained steady advertisers for more than ten years without an interruption, and the highest of testimonials can be secured from them. For further information write to

THE STEVE W. FLOYD SPECIAL AGENCY,

Eastern Representatives,

1318 and 1319 American Tract Society Bldg., New York, N. Y.

Do You Advertise

... in Newspapers
.. and Periodicals?

If so, have you used the

American Newspaper Directory

Once used always used ; for
it gives the sort of informa-
tion an advertiser ought to
have.

Fall Edition—1899—Now Ready

The price of the AMERICAN NEWSPAPER DIRECTORY is \$5, for a single copy. For \$25, if paid in advance, subscribers may receive all the four issues of the Directory of a year, commencing with the current issue when subscription is received, and *Printers' Ink* (issued weekly) for one year, thus having always the latest information ; and in consideration of the payment (\$25), strictly in advance, the subscriber may have the privilege of applying to the office for special confidential reports whenever wanted.

ADDRESS

THE AMERICAN NEWSPAPER DIRECTORY
No. 10 Spruce St., New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

In a recent speech, R. H. Henry, of the Jackson, Miss., *Clarion-Ledger*, found a great deal of fault with advertising agents, and one of the things that particularly aroused his ire is the agent's desire for special position.

Now, it is perfectly natural that every man in business, whether he be an advertising agent, a publisher, or a clothing merchant, should want to get just as much for his money as his money will buy. If, by asking for it, he can get a special position for his advertising he is very silly not to ask.

On the other hand, if a publisher can sell his space without agreeing to give special position, he is very foolish to give it.

There is no need for excitement or the calling of names. There is no power that I have ever been able to discover that can force a publisher to accept a contract that he doesn't want. If he doesn't like the stipulations in an order, he can turn the order down, by returning it, or he may adopt the more expeditious method of throwing it into the waste basket.

The thing that causes most of the trouble is that the publisher accepts the order, stipulations and all, and then fails to live up to his side of the agreement.

If the publisher would decline the order, or, having accepted it, would carry out its plainly stated terms, he would have no quarrel with the advertising agent.

* * *

Here is a statement made by the International News Company about the *Strand Magazine*:

A NOTABLE RECORD.

The American edition of the *Strand Magazine* is printed in New York from duplicate plates and published throughout the United States simultaneously with the English edition.

When this edition was started in October, 1896, it had but 50,000 readers in this country. It now has over 200,000, and at the same ratio of increase will have at least 300,000 per month be-

fore the close of 1899. In point of circulation it already stands fourth on the list of popular magazines in America.

To our facilities for distributing publications in every city, town and hamlet in the United States is due the thorough introduction of the *Strand Magazine*, and to its artistic illustrations and distinctive literary features can be attributed its permanent growth in a field so replete with high-class contemporaries.

The *Strand* is a very interesting and entertaining publication, and while it may have over two hundred thousand readers, it would be much more satisfactory to the advertiser to be told just how many copies of it were printed each month.

No publisher can tell how many readers his magazine has. The most that he can do is to say how many copies he prints. If each copy goes into a separate family (and it is fair to suppose that this is true) in practically all cases, it is immaterial whether all of the family read it or not. If one member of the family reads a publication, it is pretty certain that the information it contains will be tolerably well known to the other members of the family.

The plan of counting five readers to each copy of a paper, or magazine, cannot be a satisfactory one. If, however, we count five readers to each copy, this *Strand* statement would apparently be based on an edition of forty thousand copies.

This is probably wrong. The *Strand* undoubtedly prints quite a good many more than this, but if so, why not say so plainly, and why guess at what the circulation is going to be at some future time?

The man who wants to advertise in the November issue of a magazine would like to know, as nearly as possible, what number of copies are to be printed for that issue—he doesn't care how many may be printed next April.

The best thing that a publisher

can say about future issues is that he will guarantee the circulation to be a certain minimum figure, and in the event that it falls below that he will make a pro rata rebate.

* * *

DOUGLAS, Ga., Sept. 7, 1899.

Dear Bates.

You "chaps" up North make a big blunder when you condemn without stint, and without exception, circular advertising. It's "the" thing for the average citizen of the "Rhubarb District." The inclosed is a sample of what's needed. Yours truly,

GEO. F. WOOTEN.

We chaps up North don't do anything of the sort.

Circular advertising is a first-rate thing, when it is properly done, at the proper time.

The fact that nine times in ten newspaper advertising is best for a local merchant does not prove that it would be unwise the tenth time to use circulars. It doesn't even prove that it is wise to use newspapers exclusively.

There is room in almost every business for the use of both newspapers and circulars. And by circulars I mean anything that is distributed, whether it be a business card or catalogue.

Advertising is getting the news about your business into the hands of the people who might, could, would or should become customers. The problem, of course, is to do this most effectively at the least cost. And this problem is generally solved by using the best newspaper in the territory.

Circulars are also good, if they are good circulars, and if they are properly distributed. Proper distribution, however, costs money, and the merchant who must use only one of the two methods will probably find that the newspaper can distribute his advertisement at a less cost than he could distribute it in circular form.

In other words, it will probably cost less to run a double half column advertisement in a newspaper of two thousand circulation than it will cost to print and distribute two thousand dodgers of the same size. And this same thing holds good, under ordinary conditions, in papers of smaller and greater circulation.

An advertiser will sometimes

shudder at the thought of paying four thousand dollars for the back cover page of the *Ladies' Home Journal*, but if he were to undertake the distribution of eight hundred and fifty thousand copies of a circular 11x15 inches in size, each to a different home all over the United States, he would find that the cheapest carrier he could get would be the United States mail, and he would, therefore, be called upon to pay eight thousand five hundred dollars for postage stamps. At the same time, it may happen that in the advertisement that he prints in the *Ladies' Home Journal* he may offer a booklet, or circular, more fully describing his goods, and he will be wise to do so.

Nobody wholly condemns circulars. Circulars are all right in the right place. Everything is all right in its place and generally all wrong out of its place. A wise man said, "Dirt is simply matter out of place."

* * *

An advertisement of Lucke's Rolls says: "Without any artist's allurements, or the aid of the professional advertising expert, we endeavor to bring the following facts to your attention."

It is asserted that this advertisement was prepared and sent out by an advertising agent, and certainly somebody had to draw the black and white letters at the top of it, and the picture of the "Roll" that adorns it. But as nobody would be likely to accuse the man who did the drawing of being an artist, or the agent who made the ad of being an expert, their protestation of innocence would really seem superfluous.

* * *

Bawo & Dotter, New York, send out a "Book to Keep: Being A Tract On Properly Made Cut Glass."

The way in which this pamphlet advertises cut glass leaves nothing to be desired. By the opening paragraphs you may judge of the intelligence with which the subject is handled:

When American cut glass became known to fame it was because of three things. First of all—the thickness and weight of the blank used, which admitted of great depth of cutting. Sec-

ond—the exquisite designs which were decidedly original and finely executed. And third—the extraordinary brilliancy to which the glass was polished. The last contributed more largely than the others toward building the reputation that made customers for American Cut Glass in two continents. American Cut Glass in those days meant perfection in Cut Glass. Then, it was finished with the same care that the lapidary bestows upon a precious stone. It was properly made.

It is not all made that way nowadays. The fellow who wanted cheap goods invaded the cut glass precincts and some manufacturers found a way to cheapen it for him.

Then follows some information on the tricks of the trade, and of course a statement that Bawo & Dotter are still making cut glass the way cut glass should be made.

Following the introductory talk are several pages of price lists, and opposite each page is a picture showing the pattern of the goods priced.

It is a first-rate, sensibly conceived and sensibly written booklet, and barring the superabundance of bronze powder on the cover, it is not at all badly printed.

* * *

A pamphlet entitled, "Tips on Advertising," announces as its reason for existence, its fervid desire to "combat the pernicious influence of the advertising expert" and "to stamp out this humbug."

What a lot of nonsense is written about advertising experts by men who don't know anything about the subject.

Of course there are men in the advertising business who don't know as much as they think they do, but this is also true of every other line of business, and of every other profession.

But no one need sit up nights devising schemes for stamping out these people. The stamping-out process will take care of itself. Business men are not fools, and they won't be humbugged for very long at a time.

A man who is really expert in advertising is valuable to those who employ him, just as experts in other lines are valuable, and he will succeed just as other experts succeed. If he knows his business he can't be stamped out. If he doesn't know his business, stamping out will not be neces-

sary—he will wear himself out—he will simply evaporate and the place that knew him will know him not.

A great many men fail in the advertising business just as a great many men fail in law, or medicine, or architecture, or any other profession.

If the advertising expert renders service for which there is a demand, he will succeed. If he cannot render such service, he will fail. And that is all there is of it.

The old law of supply and demand works just as well in adsmithery as it does in anything else.

* * *

Here is the text of a letter of criticism recently written to the Great-West Life Assurance Co., Winnipeg, Man.:

"The eight-page folder, 'A History of Progress,' which you have sent me for criticism, is pretty nearly all right for the purpose of supplying statistics to people who ask for statistics, and for use in connection with other advertising matter, and for the assistance of your solicitors, but, if you distribute it promiscuously for the purpose of interesting people who have not previously been interested in the Great-West, I am sure you will find it very ineffectual.

"The only serious fault with the folder itself is that it bears no address, save the printer's imprint and addresses of minor officers, and for that reason, if for no other, it would not, by itself, bring in many direct responses.

"While the statistics seem to be decidedly in your favor, they are not conclusive evidence of the superiority that you probably claim over other companies.

"Age does not necessarily imply wisdom. A very rapid growth of a business sometimes implies a lack of the conservative methods that are generally deemed essential. Great businesses are sometimes unwieldy and not as stable as smaller ones.

"Each of the other large companies can (and probably does) compile statistics in such a manner as to imply that it is 'the main

performance' and all others are side-shows of rather doubtful importance.

"Statistics are dry to every one who is not deeply interested in the business that they concern.

"They do not generally create the interest.

"But we will suppose that the folder in question should receive liberal attention and convince many people that the Great-West is the strongest company in Canada. Would not a man, after being convinced, be justified in asking 'What of it?'

"You do not make a proposition to him.

"You do not intend to convince him that he needs the insurance which you are prepared to furnish.

"There are probably very few, if any, people who have any reason whatever to question the stability of the Great-West, but there are innumerable people who have not yet been convinced that they are in need of an insurance policy.

"What you should use is a booklet filled with a plain, straight, logical talk about insurance in general, and that which you offer in particular.

"You should direct your argument mostly at the family man who thinks he cannot afford to carry any life insurance.

"You should tell him what is the smallest policy you will write, and tell him what the annual premium will be if he is twenty-five, or thirty-five, or forty-five years old.

"Do not give long tables of premium rates, etc., but give a few maximums and minimums so that he can make an approximate guess as to the cost and value of the insurance without getting out his pencil and doing a lot of figuring. Urge him to take out a very small policy. There will be plenty of time to talk about a large one after you get him interested in a small one.

"The average uninsured man generally thinks that a five-hundred-dollar policy is not worth consideration, while a three or five thousand-dollar policy is more than he can afford to carry.

"And there is a good deal to be said about the five-hundred-dollar policy (if that is not below

your minimum). It does not amount to a great deal, but it does not cost much. It is just five hundred dollars better than no policy. And a death, and a fire, and a business failure may all happen at the same time, so that five hundred dollars insurance would avert a temporary dependence upon charity.

"You should tell the reader that he can pay his premiums monthly, or quarterly, or yearly, if that is the case.

"You should offer a little advice in regard to making provisions for payments of premiums when one is away from home or too sick to attend to business.

"The booklet should answer the questions with which your solicitors are most often confronted.

"I will wager that not one person in a thousand ever asks one of your solicitors what 'business in force' you have and how it compares with that of other Canadian companies.

"The questions are:

"What will it cost me?

"Suppose I should lose my job and be unable to pay my premiums some month?

"What if I should be sick?

"What would I get if I should be permanently disabled?

"If I should not be able to keep up the payments on a two-thousand-dollar policy, could I have it reduced to one thousand and the premium credited ahead accordingly?

"Do the premiums increase with one's age?

"I think that nearly every man who can read appreciates the fact that life insurance is a good thing—especially for one upon whom other people are dependent.

"I think that the reason many people are uninsured is because they either think they cannot afford to carry any insurance until they meet with a little more prosperity, or else because they fear being out of work and unable to pay the premiums at some future time.

"Therefore, the mission of an insurance booklet should be, largely, to convince average people that they can afford to carry a little insurance, and that their

reasons for thinking otherwise are not good reasons, and that there are ways of guarding against most of the misfortunes that they fancy may overtake them, and that if they do not begin with small policies they are not likely to ever feel able to take out the large ones that they want.

"I would head off the man who fears losing his position, and thereby becoming unable to meet some monthly assessment, by advising him to take out such a small policy that he can pay a year's premium in advance and then to always keep paid at least six months in advance. Then if he should lose his position he would have plenty of time to secure another and 'get on his feet' again before a payment would become due."

* * *

A correspondent complains that a card circular he recently sent out did him no good because the people who got it did not preserve it, but threw it away after reading it.

Now, it is expected that cards and circulars will be thrown away. If they get themselves read they have accomplished the thing for which they were made, and they have accomplished more than the average circular does.

Even if you write a letter to a man who is interested in your proposition, with whom you are having regular correspondence, he doesn't carry that letter next to his heart and read it over several times a day—not a bit of it. He reads that letter once, takes in its meaning and either files it away or throws it into the waste basket, according to his ideas of business.

A mailing card is handled in about the same way. Some men will look at it simply to see what it is and they will discover that you are in business and where. They can't look at the card without gaining that information. If the card interests them enough so that they will read what is written on it, it has fully accomplished its purpose.

That is all that advertising can do. It places the facts about the business before possible cus-

tomers. If the facts do not interest the customers that is not the fault of the advertising, but the fault of the business.

We may make our advertising matter ever so attractive but we really do not expect those who receive it to put it into goldleaf frames with dust boxes on them. We expect this matter to go into the waste basket after it has been read.

If you will think about it just a minute you will realize that advertising matter ought to be thrown away. The only way to overcome this is to send more advertising matter so that it may also be read and thrown away.

If you want a man to be continuously interested in your business you must continuously remind him that you are on earth.

If you send a piece of advertising matter to-day you can't expect him to keep that and read it every week for a year. But what you can do is to send him each week a fresh piece of advertising matter.

That is one of the fundamental principles of all advertising.

It is persistence that pays.

If, for four or five cents, we could get out a piece of advertising matter that every recipient would paste in his hat or tack up in front of his desk and read it morning, noon and night, all the advertising men in the world would pretty soon be out of jobs. Each business man would spend about four or five cents on each customer and he would be eternally through with advertising.

You can't do it that way.

The only advertising that is successful is that which is continuous and persistent. You wouldn't expect to drive a nail through a two-inch plank with one blow of the hammer.

You can't expect to get a man's trade with one piece of advertising.

With a series of pieces of good advertising you can get trade if you deserve it.

You can't get every man's trade, no matter how much you deserve it, or how hard you work for it, but you can get a fair proportion of it.

THE BUFFALO TIMES

Is printing
and selling
nearly

45,000 COPIES
DAILY

and all success-
ful advertisers
use it.

FOR RATES,

HENRY BRIGHT,

TRIBUNE BUILDING,
NEW YORK.

BOYCE BUILDING,
CHICAGO, ILL.

WHO SENT THE TIP?

PRINTING WITHOUT INK.

A good deal has been said in English exchanges recently about a method of printing without ink. The basis of this scheme is an invention for printing by an electrical process, the patents covering which have been acquired by an English corporation. The matter is of some interest to the paper industry, as, if the invention proves to be of the practical value that is claimed for it, paper especially treated will be required.—*Chicago, Ill., Inland Printer.*

The printing trade seems to be in a continual turmoil, as some new rumor is being sprung on it regularly. First was the paper trust, which became a fact. Then came the proposed ink trust, which is in abeyance, and a little later came the proposed printing press trust. Now along comes a process of printing without ink, and I seriously think some of my competitors must have received the **tip** long ago, otherwise they would not be so anxious to dispose of their business to the ink combine. However, it does not keep me awake nights, as I am accustomed to traveling over a rocky road in the ink line, and will continue to serve my customers until the last one departs. The old-line ink houses have been trying for five years to drive me out of the business, but the more they pound me, the more I sell. I am best liked where best known. I have averaged **634 orders** a month for the past five months **in my own city**, and some days my place looks like a department store on a small scale, as the customers hardly have room to move about. Send for my price list, or allow me to quote prices on special work. If my goods are not satisfactory, I refund the money and pay all transportation charges.

ADDRESS,

PRINTERS INK JONSON,

13 SPRUCE STREET,

NEW YORK.

NOTE—We didn't want to print this at first, because it pats us on the back so pleasantly we were afraid that when we saw it in print we'd get a little bit "stuck on ourselves." However, here she goes! The Gibbs & Williams Co.

The big Importing and
Commission House of
STRAUSS, SACHS & Co.,
355 and 357 B'way,
Wrote us under date of
October 10th as follows :

It is not customary with us to make comments in any form upon good work that is being done for us, and for which we are at all times willing to pay a good price, but the results of the Show Cards for CLOVER MOUTH ORGANS, which you made for us and which we sent to 25,000 retail dealers throughout the country, have been so gratifying that we can not help thinking that the ingenious and natural design so handsomely executed by you *must have done the work*. We believe the success that will attend our efforts in connection with the work that you have indirectly put in for us will be another case of "Uneda Biscuit."

STRAUSS, SACHS & CO. ADV. DEPT.

The Clover Mouth Organ, mentioned above, is beyond question the slickest little musical instrument ever gotten out. It is like a harmonica, but far ahead of it. A boy with a little practice can produce the sweetest music ever listened to, from the soft, trilling notes of a bird to the rich, deep tones of a church organ. The price is a quarter and it's worth a dollar. No wonder it sells so well !

PRINTERS' INK

A Journal for Advertisers

A newspaper can be advertised successfully, just as well as any other business in existence.

What is necessary for the publisher is to tell

The facts as strongly as he can,

The rates, the merits, the circulation.

Tell all these facts to the most people interested in such a proposition.

For newspapers which are meritorious, the best and cheapest way is to use the advertising columns of PRINTERS' INK.

PRINTERS' INK can tell your facts to the

Advertisers of the United States.

Every reader of PRINTERS' INK is an advertiser or a possible advertiser.

There are over 22,000 such people on the subscription list of PRINTERS' INK.

\$100 will pay for the insertion of a page advertisement in PRINTERS' INK.

The publisher could not in any other way present his facts at a cost so low as \$100.

PRINTERS' INK at this price will do so.

Address **PRINTERS' INK,**
10 Spruce Street, New York.

A Great Opportunity

We can now offer to advertisers
the extremely valuable space on
step risers of all stations on the

Brooklyn "L"

Sizes and terms on application.
This is the only chance in fifteen
years and to a large advertiser its
merits are manifest.

The Brooklyn Elevated earnings
increased \$113,898 in the three
months ending Sept. 30th, 1899.

GEORGE KISSAM & CO.

253 Broadway, N. Y.